

## ORDER



**Orders**  
**Order / Rev:** 722702  
**Alt Order #:** 06377670  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 320  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/16/12 / 10/17/12  
**Order Type:** Political

**WFMY-TV**  
**Primary AE:** Nick Welte  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Romney, M/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	65	\$16,215.00	\$13,782.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	65	\$16,215.00	\$13,782.75	0.00
<b>Totals</b>	<b>65</b>	<b>\$16,215.00</b>	<b>\$13,782.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	10/22/12	10/23/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	MT-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$130.00		0.00			
E 2	WFMY	10/17/12	10/19/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--WTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$130.00		0.00			
E 3	WFMY	10/17/12	10/19/12	CBS This Morning CBS This Morning	CM	8-10a	--WTF--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$60.00		0.00			
E 4	WFMY	10/22/12	10/23/12	M-F 10-11a M-F 10-11a	CM	10-11a	MT-----	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-----					2	\$75.00		0.00			
E 5	WFMY	10/17/12	10/19/12	M-F 10-11a M-F 10-11a	CM	10-11a	--WTF--	:30	3	\$75.00	P-3	0.00	NM	3	\$225.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--WTF--					3	\$75.00		0.00			

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 Estimate: 320

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	10/17/12	10/19/12	News 2 at 5 News 2 at 5	CM	5-530p	--WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$225.00		0.00						
E 7	WFMY	10/22/12	10/22/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	M-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$350.00		0.00						
E 8	WFMY	10/17/12	10/18/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	--WT---	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WT---	2		\$350.00		0.00						
E 9	WFMY	10/22/12	10/23/12	News 2 at 6 News 2 at 6	CM	6-630p	MT-----	:30	2	\$525.00	P-2	0.00	NM	2	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$525.00		0.00						
E 10	WFMY	10/17/12	10/19/12	News 2 at 6 News 2 at 6	CM	6-630p	--WTF--	:30	3	\$525.00	P-2	0.00	NM	3	\$1,575.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$525.00		0.00						
E 11	WFMY	10/22/12	10/23/12	PA (M-F) PA (M-F)	CM	7-8p	MT-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$550.00		0.00						
E 12	WFMY	10/17/12	10/19/12	PA (M-F) PA (M-F)	CM	7-8p	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$550.00		0.00						
E 13	WFMY	10/17/12	10/19/12	News 2 at 11 News 2 at 11	CM	11-1135p	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	3		\$350.00		0.00						
E 14	WFMY	10/20/12	10/20/12	PA (Sa) PA (Sa)	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$150.00		0.00						
E 15	WFMY	10/20/12	10/20/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$350.00		0.00						
E 16	WFMY	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$200.00		0.00						
E 17	WFMY	10/21/12	10/21/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$350.00		0.00						
N 18	WFMY	10/22/12	10/23/12	CBS This Morning CBS This Morning	CM	8-10a	11-----	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$100.00		0.00						

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N19	WFMY	10/18/12	10/19/12	Price Is Right Price Is Right	CM	11a-12p	---11--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---11--					2	\$225.00		0.00			
N20	WFMY	10/22/12	10/23/12	Price Is Right Price Is Right	CM	11a-12p	11-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$225.00		0.00			
N21	WFMY	10/18/12	10/19/12	News2 at Noon News2 at Noon	CM	12-1230p	---11--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---11--					2	\$200.00		0.00			
N22	WFMY	10/22/12	10/23/12	News2 at Noon News2 at Noon	CM	12-1230p	11-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$200.00		0.00			
N23	WFMY	10/18/12	10/19/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	---11--	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---11--					2	\$275.00		0.00			
N24	WFMY	10/22/12	10/23/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	11-----	:30	2	\$275.00	P-2	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$275.00		0.00			
N25	WFMY	10/22/12	10/23/12	M-F 2-3p The Talk	CM	2-3p	11-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$150.00		0.00			
N26	WFMY	10/18/12	10/19/12	M-F 2-3p The Talk	CM	2-3p	---11--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---11--					2	\$150.00		0.00			
N27	WFMY	10/22/12	10/23/12	M-F 3-4p Let's Make a Deal	CM	3-4p	11-----	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$150.00		0.00			
N28	WFMY	10/18/12	10/19/12	M-F 3-4p Let's Make a Deal	CM	3-4p	---11--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---11--					2	\$150.00		0.00			
N29	WFMY	10/22/12	10/23/12	News 2 at 5 News 2 at 5	CM	5-530p	11-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$350.00		0.00			
N30	WFMY	10/22/12	10/23/12	News 2 at 11 News 2 at 11	CM	11-1135p	11-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11-----					2	\$350.00		0.00			
N31	WFMY	10/20/12	10/20/12	Good Morning Show Sat Good Morning Show Saturday	CM	6-9a	-----S-	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$70.00		0.00			
N32	WFMY	10/21/12	10/21/12	Good Morning Show Sun Good Morning Show Sunday	CM	6-9a	-----S	:30	2	\$70.00	P-4	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					2	\$70.00		0.00			
													Totals	65	\$16,215.00